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**IN THE CLAIMS**

Cancel claims 3, 4, 7-22, 24, and 26-30.

Amend claims 1, 2, 6, 23, and 25 as follows:

1. (amended) An interface method for use in accessing information from a plurality of information suppliers, the method comprising:

machine-reading a tag carried by an item; and

in response to data carried by the tag, identifying an information resource address carried by the tag and accessing the identified resource to download from that resource information aggregated from the plurality of information suppliers;

wherein the processes of identifying and accessing are undertaken automatically, and without human involvement; and

wherein at least some of the resource information was obtained from multiple web sites.

2. (amended) An interface method for use in accessing information from a plurality of information resources, the method comprising:

machine-reading a tag carried by an item, wherein the operation of reading the tag takes place upon placing the item onto or into a support surface; and

in response to data carried by the tag, identifying a plurality of information resource addresses carried by the tag and accessing the identified resources to download information from those resources;

displaying the downloaded information on or beside the support surface;  
wherein the processes of identifying and accessing are undertaken automatically, and without human involvement; and

wherein at least some of the resource information was obtained from multiple web sites.

3-4. (canceled)

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5. (original) A method of advertising, marketing or disseminating information on behalf of a plurality of information suppliers, comprising:

providing a tagged item to a user having a tag reader;  
in response to use of the tag reader, identifying and accessing an information resource carried by the tag; and  
downloading information to the user from that resource information aggregated from the plurality of information suppliers.

6. (amended) A method of advertising, marketing or disseminating information on behalf of a plurality of information suppliers, comprising:

providing a tagged item to a user having a tag reader;  
in response to use of the tag reader, identifying and accessing a plurality of information resource addresses carried by the tag, at least one address for each of the plurality of information suppliers; and  
downloading information to the user from the identified resource addresses; and  
wherein the plurality of information suppliers are providers of products or services to which the supplied information relates, and wherein the tagged item represents a theme to which the products or services relate.

7-22. (canceled)

23. (amended) A method of tagging an item, the method comprising:

storing an information resource address on a tag;  
storing data on the tag such that, when the data is read, the information resource address is identified and the identified resource is accessed to download from that resource information aggregated from a plurality of information suppliers; and  
applying the tag to the item; and  
wherein the information resource is an Internet or intranet resource addressable by a URL.

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24. (canceled)

25. (amended) A method of tagging an item, the method comprising:  
storing a plurality of information resource addresses on a tag;  
storing data on the tag such that, when the data is read, the plurality of  
information resource addresses is identified and the identified resources are accessed to  
download information from those resources; and  
applying the tag to the item; and  
wherein each information resource is an Internet or intranet resource  
addressable by a URL.

26-30. (canceled)